

U.S. Patent Appln. Ser. No. 09/921,060  
Submission Responsive to Final Rejection dated March 7, 2007.  
Attorney Docket No. 99997.023404  
August 6, 2007

AMENDMENTS TO THE CLAIMS:

Please amend claims 1, 2, 5-8, 11, 12, 15-18, 22 and 23, and cancel claims 3, 4, 19 and 20, as set forth below. This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (CURRENTLY AMENDED) A method for managing purchasing incentives offered to consumers through their existing memberships in loyalty programs of offering companies and organizations, the method comprising:

receiving from a plurality of consumers information on regarding the consumer's existing membership memberships in one or more loyalty programs of offering companies and organizations from a plurality of consumers, the membership information comprising the name of the offering company or organization for each loyalty program in which the consumer has a membership;

storing the received membership information in a searchable database;  
thereafter receiving a query from at least one of the consumers consumer for comprising a request to identify available purchasing incentives for a specific product or service available through that are available due to the consumer's participation in the one or more loyalty programs in which the consumer has a membership;

processing the query to determine if any incentives are available for the specific product or service; and

if any purchasing incentives are available, thereafter transmitting information relating to the availability of purchasing incentives in response to the query of the consumer transmitting to the consumer information identifying purchasing incentives available through the one or more loyalty programs in which the consumer is a member for the specific product or service.

2. (CURRENTLY AMENDED) The method of claim 1, further comprising: wherein processing the query comprises receiving information on membership in on purchasing incentives available to members of loyalty programs from a plurality of offering companies and organizations, storing the received purchasing incentives information in a searchable database, searching the received purchasing incentives information in response to the query

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for purchasing incentives for the specific product or service available through the one or more loyalty programs in which the consumer is a member and identifying available purchasing incentives for the specific product or service.

3. (CANCELED)

4. (CANCELED)

5. (CURRENTLY AMENDED) The method of claim 1, wherein processing the query comprises, in response to the query, searching the searchable database to identify offering companies and organizations of loyalty programs in which the consumer has a membership and thereafter transmitting the query to a plurality of the offering companies and organizations identified in the search and receiving information relating to the availability of purchasing incentives in response to the query.

6. (CURRENTLY AMENDED) The method of claim [[1]] 5, wherein processing the query further comprises retrieving relevant data receiving from the queried offering companies and organizations information identifying purchasing incentives for the specific product or service that are available through the loyalty programs of the offering companies or organizations.

7. (CURRENTLY AMENDED) The method of claim 1, further comprising: storing the query in [[a]] the searchable database.

8. (CURRENTLY AMENDED) The method of claim [[1]] 7, further comprising: storing information relating to the availability of available purchasing incentives in response to the query to the consumer in [[a]] the searchable database.

9. (ORIGINAL) The method of claim 1, further comprising: receiving marketing information from the consumer.

10. (ORIGINAL) The method of claim 9, further comprising: storing received marketing information in a searchable database.

11. (CURRENTLY AMENDED) The method of claim [[9]] 10, further comprising: transmitting at least some of the received marketing information to at least some of the offering companies and organizations.

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12. (CURRENTLY AMENDED) The method of claim [[9]] 11, wherein at least some of the received marketing information is transmitted anonymously to at least some of the offering companies and organizations.

13. (PREVIOUSLY PRESENTED) The method of claim 1, further comprising offering compensation to the querying consumer if no purchasing incentives are available in response to the query.

14. (ORIGINAL) The method of claim 1, wherein a fee is received from the offering companies and organizations.

15. (CURRENTLY AMENDED) The method of claim 1, further comprising providing the querying consumer information relating to ~~the purchase of~~ the product or service that is the subject of the query.

16. (CURRENTLY AMENDED) A system for ~~processing identifying~~ purchasing incentive queries for purchasing incentives available to consumers through their membership in loyalty programs, the system comprising:

at least one interface unit ~~capable of receiving configured to receive~~ information from a consumer relating to the consumer's ~~existing membership~~ memberships in at least one or more offering company's or organization's loyalty program programs [[,]] and a query from the consumer requesting available purchasing incentives for a specific product or service, and consumer marketing data; and

an interactive database operatively connected to the interface unit configured to store at least some loyalty program membership information received from the consumer; and

at least one data processor operatively connected to [[the]] at least one interface unit which is ~~capable of processing~~ configured to process the query to determine if any incentives are available for the specific product or service;

wherein at least one interface unit is further configured to communicate to the consumer the availability of any purchasing incentives for the specific product or service wherein the at least one interface unit is capable of communicating to the consumer the availability of any purchasing incentives that are offered through at least one of the consumer's membership in the at least one loyalty program.

17. (CURRENTLY AMENDED) The system of claim 16, ~~further comprising~~

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wherein at least one interactive database operatively connected to interface unit which is capable of storing store configured to receive information received from the consumer from a plurality of offering companies and organizations on purchasing incentives available to members of loyalty programs, and at least one data processor is configured to process the query by storing the received purchasing incentives information in a searchable database, searching the received purchasing incentives information in response to the query for purchasing incentives for the specific product or service available through the one or more loyalty programs in which the consumer is a member and identifying available purchasing incentives for the specific product or service and being searched to retrieve at least some information received from the consumer.

18. (CURRENTLY AMENDED) The system of claim 16, wherein the at least one data processor interface unit is capable of transmitting is configured to process the query by searching the searchable database to identify offering companies and organizations of loyalty programs in which the consumer has a membership, and at least one interface unit is configured to transmit the query to the offering companies and organizations identified in the search at least one offering company or organization in whose loyalty program the consumer is a member and thereafter receiving receive a response from the at least one offering company or organization the offering companies or organizations relating to the availability of any identifying purchasing incentives for the specific product or service that are available through the loyalty programs of the offering companies or organizations in response to the consumer query.

19. (CANCELED)

20. (CANCELED)

21. (ORIGINAL) The system of claim 16, wherein at least one data processor is configured to compensate the consumer with an offer of promotion compensation upon the satisfaction of at least one condition.

22. (CURRENTLY AMENDED) A method for determining if purchasing incentives are available to a consumer through the consumer's membership in at least one loyalty program of at least one offering company or organization, the method comprising:  
receiving a purchasing incentive query from a consumer;

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processing the purchasing incentive query to determine if at least one purchasing incentive is available through the consumer's existing membership in at least one loyalty program of at least one offering company or organization in response to the query; and communicating information relating to the availability of a purchasing incentive in response to the query.

23. (CURRENTLY AMENDED) A method for determining if purchasing incentives are available to a consumer through the consumer's membership in at least one loyalty program of at least one offering company or organization, the method comprising:

receiving information from at least one consumer relating to at least one existing membership in at least one loyalty program of an offering company or organization;  
receiving information from at least one offering company or organization relating to the at least one loyalty program offered to certain consumers;

receiving a purchasing incentive query from a consumer;  
authenticating that the consumer is a member in the at least one loyalty program; and  
communicating information relating to the availability of all purchasing incentives for the at least one loyalty program in which the consumer is authenticated.